

# UW-Extension Cooperative Extension

## Tip Sheet

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### Photography

- The photography in the photo library was selected to authentically represent the people and the landscape of Wisconsin and also communicate the program areas of UW-Extension Cooperative Extension. The following criteria was developed toward quality standards for photography:
  - High quality, professional composition
  - High (300dpi) resolution
  - Saturated colors
  - Secured talent releases and usage rights (copyright)
  - Suitability for color and duotone
- Some situations may require use of photos that are not part of the UW-Extension Cooperative Extension photo library. It is acceptable to use these images in cases such as:
  - Photos of speakers and instructors
  - Photos used to support, document and or illustrate educational content (maps, diseased plants, insect damage, etc.)
- Print quality resolution for photos should be 300dpi (upsampling lower resolutions to 300dpi is not acceptable)
- Do not pull photos from the web. Web photos are often not print quality (fuzzy/pixelated) and they are also likely copyrighted
- Use photos as large as possible: one or two large photos have greater impact than several small photos
- Avoid using an outline (border) around photos
- Avoid using drop shadows on photos or type
- Avoid using a soft edge (vignette) around photos
- Avoid placing photos in a shape other than square or rectangular (avoid rounded corners, beveled or decorative corners)
- Avoid placing text over photos



Arial regular *Arial italic*  
**Arial bold** ***Arial bold italic***

Garamond regular *Garamond italic*  
**Garamond bold** ***Garamond bold italic***

### Fonts

- Standard use is: Arial for headings and Garamond or Arial for body copy (Times may be used in place of Garamond)
- Limit fonts to one or two per document
- Avoid using shadows, 3-D or other font effects
- Limit font colors to black or black plus one additional color per document
- Avoid using fonts on circular, curved or angled baselines
- Font sizes: standard body copy size is 10pt, headers 14pt
- Flush left/ragged right alignment is preferred
- Avoid justified alignment
- Avoid large amounts of centered text

**Attention!**

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~~**Attention!**~~

## Logo use

- Do not alter the logos in any way (do not stretch, warp, squeeze, condense, distort or apply effects)
- Minimum width/height for the logo(s) is 1"
- Use the UW-Extension Cooperative Extension logo (shown here) for sizes smaller than 1", small novelty items and embroidery



- Do not place an outline around the logo
- Avoid placing logo over colored or patterned backgrounds or photographs

## Umbrella logo, county logo or both?

The umbrella logo should be used in a subordinate position on all county-level communications with one exception: If the marketing piece, such as the county flier, is one-sided and the county logo is present, the umbrella logo is not necessary. If the marketing piece is two-sided, such as the county brochure, a smaller umbrella logo is to be used on the inside or mail flap.

## Tagline

The tagline is **Your county extension office** and is not to be altered or punctuated

## Other

- Avoid using star burst shapes or other sale/promo-style tricks for emphasis
- Avoid using clip art
- Avoid using shapes for bullets other than dots, circles, dashes or squares
- If printing on colored paper, photos and text should be in black & white (i.e. grayscale)
- When selecting additional colors for use in the design, it's recommended to choose from the established color palette (shown here)



**Ag/NatRes**  
**PMS 128**

CMYK:  
0, 11, 65, 0



**CNRED**  
**PMS 187**

CMYK:  
0, 100, 79, 20



**Family Lvng**  
**PMS 293**

CMYK:  
100, 57, 0, 2



**4H/Youth**  
**PMS 347**

CMYK:  
100, 0, 86, 3



*Your county extension office*

Umbrella logo



County logo



*Your county extension office*

